
OLR Bill Analysis

sHB 6050 (as amended by House "A")*

AN ACT CONCERNING THE DEVELOPMENT OF THE CREATIVE ECONOMY.

SUMMARY:

This bill requires the Connecticut Commission on Culture and Tourism (CCCT) to study and submit a report, by February 1, 2012, on the creative economy in Connecticut. A "creative economy" consists of a creative sector, workforce, and community, and means the result of financial transactions involving creative products, including creatively derived goods or services that have economic value.

The bill also requires the Department of Economic and Community Development (DECD) to identify and analyze "creative sectors" in both its annual report and the state's economic strategic plan, which is updated every five years. The annual report must include measures taken by the commissioner to encourage the growth of creative sectors. A "creative sector" is a grouping of individuals or enterprises that directly or indirectly produce or provide creatively derived goods or services. It includes advertising, architecture, arts and crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, television and radio, and video games.

Lastly, the bill specifies that representatives from creative sectors are to recommend certain curricular changes in the state's vocational-technical (V-T) schools and community-technical colleges (CTC).

*House Amendment "A" eliminates a task force that was to study the creative economy and instead requires CCCT to perform its duties with some modifications. It also makes minor changes to the bill's definitions.

EFFECTIVE DATE: October 1, 2011, except the section requiring a report by CCCT, which is effective upon passage.

CREATIVE ECONOMY

The bill requires CCCT to study Connecticut's creative economy, which includes a creative sector, workforce, and community. A "creative workforce" includes anyone who creates or invents something new, whether or not they are employed by a creative sector. A "creative community" is a geographic area with a concentration of creative workers, businesses, and organizations.

CCCT must:

1. perform an economic analysis of Connecticut's creative economy;
2. analyze how to brand the state as a leader in the creative economy;
3. examine the economic force of Connecticut's creative sectors;
4. foster and demonstrate the creative sectors, creative workforce, and creative communities and their ability to attract economic activity to the state;
5. develop education and career paths for the creative workforce in the state; and
6. explore methods for expanding the creative sectors, workforce, and communities in order to improve the creative economy and create more jobs in the state.

CCCT must report its findings and recommendations to the Higher Education and Employment Advancement and Commerce committees by February 1, 2012.

RECOMMENDATIONS FOR CURRICULAR IMPROVEMENTS

The bill requires the Office of Workforce Competitiveness (OWC) and various officials to consult with one industry member from each

creative cluster in (1) reviewing, evaluating, and recommending improvements for certificate and degree programs at the V-T schools and the CTC to make sure they meet business and industry's employment needs and (2) developing ways to strengthen ties between (a) skill standards for education and training and (b) business and industry's employment needs.

The officials are the (1) Labor, DECD, Education, and Social Services commissioners; (2) Office of Policy and Management secretary; and (3) CTC chancellor. Under existing law, they and the OWC must consult with the superintendent of the V-T school system and with one member of industry from each "economic cluster." They must report annually to various legislative committees on (1) the CTCs' and V-T schools' implementation of any recommended programs or strategies to strengthen the linkage between their certificate and degree programs and business and industry's employment needs and (2) any V-T school or CTC certificate or degree program that does not meet current industry standards.

BACKGROUND

Legislative History

The House referred the bill (File 177) to the Appropriations Committee, which reported a substitute that required DECD to perform the analysis with its own employees and within existing budgetary resources.

COMMITTEE ACTION

Higher Education and Employment Advancement Committee

Joint Favorable Change of Reference

Yea 17 Nay 0 (02/22/2011)

Commerce Committee

Joint Favorable

Yea 11 Nay 6 (03/08/2011)

Appropriations Committee

Joint Favorable Substitute

Yea 38 Nay 10 (04/25/2011)